Functional Area: COUNCIL

POLICY: ADVERTISING SPENDING

Purpose

The purpose of this policy is to establish the principles governing Council's expenditure on advertising to ensure that public monies are utilised in the public interest.

Policy Statement

This Policy sets out how Council plans, approves, and manages advertising and promotional spending.
Its purpose is to ensure advertising:

- Is responsible, transparent, and cost-effective.
- Supports Council services and community outcomes.
- Is politically neutral and apolitical.

Scope

This policy applies to all advertising that Council undertakes in the public interest.

Definitions

Advertising

Any paid communication, notice, or promotional activity undertaken by or on behalf of Council across any media to inform or engage the community.

Advertising Expenditure

All costs associated with advertising activities, including design, production, media placement, agency fees, sponsorships, and campaign-related expenses.

Apolitical

Free from political advocacy, party-political messaging, or personal promotion of Councillors or political candidates.

Value for Money

The efficient, effective, and economical use of public funds, considering cost, quality, risk, and benefit to the community.

Responsibilities

Councillors and employees will ensure that advertising is commissioned in accordance with this policy.

The approving delegate must ensure that:

- Advertising expenditure is in accordance with this policy.
- The cost of the advertisement is appropriate for the number of people it is intended to inform and provide a qualifiable benefit to Council or to the public.
- Budget funds are available, and there have been required expenditure approvals.

Types of Advertising that Council May Undertake in the Public Interest

- Public notices required by legislation.
- To advise the public of a new or continuing service, program or facility provided by Council.
- To advise the public about changes to an existing service program or facility provided by Council.
- To increase the use of a service, program or facility provided by Council on a commercial basis with a view to profit.
- To influence the behaviour of people in the Shire area for the benefit of all or some of the community or to achieve the objectives of Council.
- To advise the public of the time, place and content of scheduled Council meetings.
- To advise the public of the decisions made at Council meetings.
- To request comment on proposed policies or activities of Council.

- To advertise matters required by legislation to be advertised, including acquisition or disposal of property, plant and equipment, standing offer and preferred supplier arrangements.
- To advise the public of due dates for payment of rates and charges and renewal of licenses and permits.
- To advise the public on proposed community events, progress on Council works, services and projects and other matters of public interest.
- To promote the region from a tourism and economic development perspective.
- Seeking applications for vacant positions within Council.

Advertising Media

The Following media may be used for advertising:

- Newspapers, periodicals, and directories.
- Barcoo Shire Council and regional tourism promotional brochures.
- Signage.
- Radio.
- Television, but only following a special resolution of council when it is deemed appropriate.
- Social media paid or boosted posts.

Advertising will be approved by the relevant department manager in accordance with the procurement policy and the manager's delegation and authority.

Restrictions on Advertising

In the three (3) months preceding a local government election other than a by-election, or during the period after the date of a by-election is advertised, Council must not:

- place advertisements relating to future plans, unless and only to the extent that those plans have been formally adopted by Council.
- advertise the activities of Council other than in the manner and form it is customary to do so.
- place advertisements that seek to influence support for particular candidates or groups of candidates.
- bear the cost of advertisements featuring one or more Councillors or quotations attributed to one or more Councillors, this does not preclude Councillors appearing in unpaid publicity, or where the cost of such publicity is not borne by Council.

Governing Legislation and Regulations

Local Government Act 2009 (Qld)

Local Government Regulation 2012 (Qld)

Policy Owner:	Chief Executive Officer
Policy Reference No.:	BSC - 003
Related Policies:	BSC – 001 Procurement BSC – 030 Financial Delegation Register BSC – 018 Corporate Credit Card BSC – 052 Media BSC – 042 Social Media
Related Forms:	
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Review:	This Policy is to be reviewed at intervals of no more than two years.